



**IWF**  
Internet  
Watch  
Foundation

**INTERNET  
WATCH  
FOUNDATION  
ANNUAL  
& CHARITY  
REPORT  
2013**

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# OUR VISION: TO ELIMINATE ONLINE CHILD SEXUAL ABUSE IMAGES AND VIDEOS

To help us achieve this goal we work with the following operational partners:

## OUR MEMBERS:

Our Members help us remove and disrupt the distribution of online images and videos of child sexual abuse. It is with thanks to our Members for their support that we are able to do this work. As at December 2013 we had 110 Members, largely from the online industry. These include ISPs, mobile network operators, filtering providers, search providers, content providers, and the financial sector.

## POLICE:

In the UK we work closely with the National Crime Agency CEOP Command. This partnership allows us to take action quickly against UK-hosted criminal content. We also work with international law enforcement agencies to take action against child sexual abuse content hosted anywhere in the world. It is because of these partnerships, that we are able to provide valuable intelligence to the right people in order to safeguard abused children worldwide.



## INHOPE HOTLINES:

We are a founder member of the International Association of Internet Hotlines (INHOPE). There are 49 hotlines in 43 countries worldwide, dealing with illegal content online and committed to stamping out child sexual abuse from the internet. The INHOPE network allows us to be effective in removing child sexual abuse images hosted in countries across the globe.



“Child sexual abuse is a violation of childhood innocence and has devastating consequences for whole families. The IWF are doing vital work by striving to eliminate access to this illegal and disturbing material online. I hope that in 2014 the IWF and Government can continue working towards making the internet safer and free from child abuse. A place for children to learn and grow up.”

**Deputy Prime Minister Nick Clegg**



“This has been a hugely important year for child safety online and the IWF have played a vital role in progress made.

Thanks to the efforts of the IWF and their close working with industry and the NCA, we have seen more sites identified and more pages removed, helping to protect more children from this appalling crime.

Over the coming months, with their beefed up team of analysts and new proactive role in seeking out these webpages, the IWF will be able to track down and remove even more of these horrific sites.

Through its important work, the IWF is helping the UK lead the global fight against child abuse images online.”

**Prime Minister David Cameron**

“The Internet Watch Foundation plays an incredibly important role in preventing images of child sexual abuse being seen online.

Thanks to their continued efforts, the UK is not only one of the world’s most hostile places to host child sexual abuse content, they also make this country a leading example of how to combat these horrendous crimes on the internet.”

**Leader of the Labour Party Ed Miliband**

# WHO WE ARE AND WHAT WE DO

**The Internet Watch Foundation (IWF) is the UK Hotline for reporting online criminal content.**

We work internationally to remove online images and videos of child sexual abuse.

We work within the UK to remove criminally obscene adult content, when it is hosted here, and UK-hosted non-photographic images of child sexual abuse, such as computer generated images.

The IWF was founded in 1996 by the online industry as a self-regulatory body. The IWF and the industry work effectively in partnership with the police, educators, the government and others to achieve our vision.

The IWF became a registered charity in 2005 with an independent Board.

Key to our success since our inception is the support we receive from the online industry and strong partnerships we have across the globe. We strive to meet the demands of evolving technology, industry developments and public and government scrutiny.

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# OUR MISSION WITH INDUSTRY

We work with our Members to make the internet a safer place for all and make a difference to survivors of child sexual abuse.

## HOW DO WE DO THAT?

Our mission is to work with partners to:

- **Disrupt** the availability of child sexual abuse content hosted anywhere in the world;
- **Protect** children who are victims of sexual abuse from repeat victimisation and public identification;
- **Prevent** internet users from accidentally stumbling across child sexual abuse content;
- **Delete** criminally obscene adult and non-photographic child sexual abuse content hosted in the UK.

Our Members show the world that they do the right thing by uniting in the fight against online child sexual abuse images and videos.

“BT has had a zero-tolerance approach to online child abuse materials for over a decade and is strongly committed to protecting our customers and doing the right thing for victims of sexual abuse.

Indeed, BT helped place the UK ahead of the rest of the world in this regard with the creation of Cleanfeed, the world’s first system for blocking online child abuse materials which it shared freely with other ISPs around the world.

As a founding and life-long member of the IWF we whole-heartedly support its vision. Working closely with the IWF puts us at the forefront of combating online child sexual abuse images and complements the many other child protection initiatives that we are engaged in.”

Gavin Patterson. Chief Executive, BT Plc



“The IWF is a hugely valuable partner to Bing in the fight against access to child sexual abuse content online. The services provided by the IWF are used by Bing not just in the UK but globally. We are committed to continuing to work closely with them in the future.”

Michel Van der Bel. Managing Director, Microsoft UK



“Our customers in the UK and across the world need to have trust and confidence in the digital environment. Telefónica is committed to creating a safe and open internet experience, to help build and sustain Digital Confidence. This includes a strong commitment to child safety. We are a long-standing and proud supporter of the IWF and its mission.”

Eva Castillo Sanz. Chairwoman and Chief Executive Officer, Telefónica Europe



“Protecting customers from inappropriate content in the digital world is something Sky has always taken very seriously. We have been working hard with valued industry partners such as the IWF to make the internet a safer place and have made big strides this year. However, we know there's more to do and we are committed to continuing to make progress in the year ahead.”

Jeremy Darroch. CEO, Sky



DO the right thing 

# MEMBERS

## £20,000+ P.A.



## £5,000+ P.A.



## £1,000+ P.A.



“We are long term supporters of the IWF and the important work it does in removing online child abuse content while working with communication providers to ensure access to such content is limited. Our customers can rest assured that by our implementation of the IWF block list across our network, they are protected from accessing sites that the IWF identify as containing child abuse content. They are an invaluable asset to the internet industry in the UK.”

**Jeroen Hoencamp, CEO, Vodafone**



“The IWF is a key partner in the fight against child sexual abuse imagery online. We are proud to work with their excellent team to remove this content from the web and together develop new techniques to help stamp out this terrible crime. We look forward to seeing their work develop further in the coming months and years.”

**Eric Schmidt, Executive Chairman, Google**



“EE has worked closely with the IWF for nine years. We strongly support its self-regulatory model and its approach to combating illegal images of children online which has resulted in reducing the number of such images hosted in the UK to less than 1%. EE applies the IWF’s list of illegal images across all our platforms and brands on mobile, fixed and Wifi. The IWF is widely recognised as a role model for other countries and we look forward to continuing to support the IWF in providing a safe online environment.”

**Olaf Swantee, CEO, EE**



“The last 12 months have highlighted again the vital contribution that the IWF makes to a better, safer internet and society for our children. Virgin Media is proud of its long-running support for the truly world-leading work of the IWF in dramatically reducing child abuse material hosted in the UK, and welcomed the opportunity to strengthen it in 2013. The challenge is ongoing and changes at the same pace as technology - and so our partnership with the IWF will continue to evolve to ensure that they have the expertise and resources to effectively respond to that challenge.”

**Tom Mockridge, Chief Executive, Virgin Media**



“Partnerships are vital to protect children from abuse and to keep the internet free of illegal content. The UK is fortunate to have the IWF at the heart of our efforts, given its track record and new, proactive focus. Facebook works closely with the IWF team and we have important work ahead to improve our impact still further.”

**Nicola Mendelsohn, VP EMEA, Facebook**



“Thanks to the work of the IWF, the UK are world-leaders in tackling child abuse imagery online and we’re proud to be one of their gold tier members. The IWF is a great example of the industry working together to help make the internet a safer place and we look forward to doing even more together to help eliminate child sexual abuse images online.”

**Dido Harding, CEO, Talk Talk**



# CHAIR'S FOREWORD

“This annual report is a celebration of our Members... I thank them for their support and congratulate them for helping us lead the world in the fight against online child sexual abuse imagery.”

**Sir Richard Tilt**



## WELCOME TO THE IWF ANNUAL REPORT 2013

It would be a gross understatement to say 2013 was a year of change. I doubt there has been a bigger year of developments in the IWF's 18-year history.

Not all change is positive but I am pleased to say that 2013's challenges and changes have resulted in incredibly positive enhancements to the IWF and the effectiveness of the organisation in dealing with online child sexual abuse images and videos.

This annual report celebrates our Members; for their support, courage and commitment to funding the IWF's work to eliminate online child sexual abuse images.

During 2013 our Members created and agreed a new funding structure which will ultimately see a trebling of our Hotline team; a move to a purposely-designed office in the heart of Cambridge's technology industry; a set of research projects to push the boundaries of what is possible in tackling criminal online content and a harm reduction campaign to raise awareness and protect online users from stumbling across the shocking content we combat.

I thank them for their support and congratulate them for helping us lead the world.

## WE WELCOME SCRUTINY

It's healthy for an organisation to be watched, assessed and critiqued by outsiders and the IWF has experienced this since its inception.

We are committed to ensuring that we are fully compliant with human rights legislation and therefore during 2013 the Board commissioned a human rights audit which was conducted by Lord Ken Macdonald QC, the former Director of Public Prosecutions.

Lord Macdonald concluded that the IWF was compliant and made nine recommendations to help strengthen and reinforce our processes. Seven were immediately accepted by the Board with further work to be carried out on the final two. Read more about this on page 25.

Additionally, every two years we invite an inspection team to interrogate our processes and procedures within the Hotline. This covers how we assess reports of criminal content, how we compile the IWF URL List, and our counselling and training arrangements. We passed our 2013 inspection with flying colours. Read more about this on page 26.

## CHANGES WITHIN OUR BOARD

We say farewell to three talented and committed individuals whose service on the IWF Board has come to an end – Sir Rodney Brooke CBE DL, Naomi Cohen and Dr Suzy Walton. In 2013 we recruited for three more Board members to replace them and I am delighted to welcome Jon Drori CBE, Catherine Crawford OBE and Sue Pillar who bring a dynamic skillset and enthusiasm to our Board. You can read their biographies for yourself on pages 28 and 29.

## OUR CHALLENGES FOR 2014

The action, developments and changes in 2013 must be turned into success and effectiveness in 2014. From April we will actively seek out child sexual abuse images online to remove them. Our larger team of analysts will enable us to do this and it will be intelligence-led. Our research projects should enable us and our Members to develop new ways of combating these criminal images online. We must keep ourselves at the forefront of the minds of the public, policy-makers, and industry representatives as the leaders in our field. Many challenges lie ahead but we are ready for these challenges.

# WELCOME FROM THE CEO

No one could foresee how challenging 2013 would be for the IWF and our Members. A rollercoaster year from which we all emerged stronger and even more committed to working together to eliminate online child sexual abuse images and videos.

**Susie Hargreaves**



Triggered by the tragic murders of April Jones and Tia Sharp (and the convictions of Mark Bridger and Stuart Hazell - both of whom had downloaded extensive collections of child sexual abuse images and videos from the internet), the media and the public's opinion shifted and it was clear that more was required to be done to combat the problem of online child sexual abuse images.

In June the UK Government held the first of **two summits** inviting key industry representatives, the IWF and police to discuss what more we could do individually and collectively to counter the problem. Industry responded and a suite of **enhanced and additional activities** was announced at the second summit hosted by Prime Minister David Cameron in November.

**The new IWF programme will make a huge difference to our ability to be effective without losing a sense of our core function as the UK Hotline and our role as a self-regulatory body.**

The Government asked us to **actively seek out** online child sexual abuse images from April 2014. We will still take reports from the public. However, as a relatively small proportion of public reports are actually criminal under UK law, the opportunity for our analysts to **actively target** content using intelligence means we will become more effective.

In July we received a grant of **£1 million from Google** for an additional **five analysts** over four years. By December we had also agreed a significant new membership fee structure to recruit another **two analysts**, move to alternative **premises** and establish a programme of **harm reduction** and **research** activities.

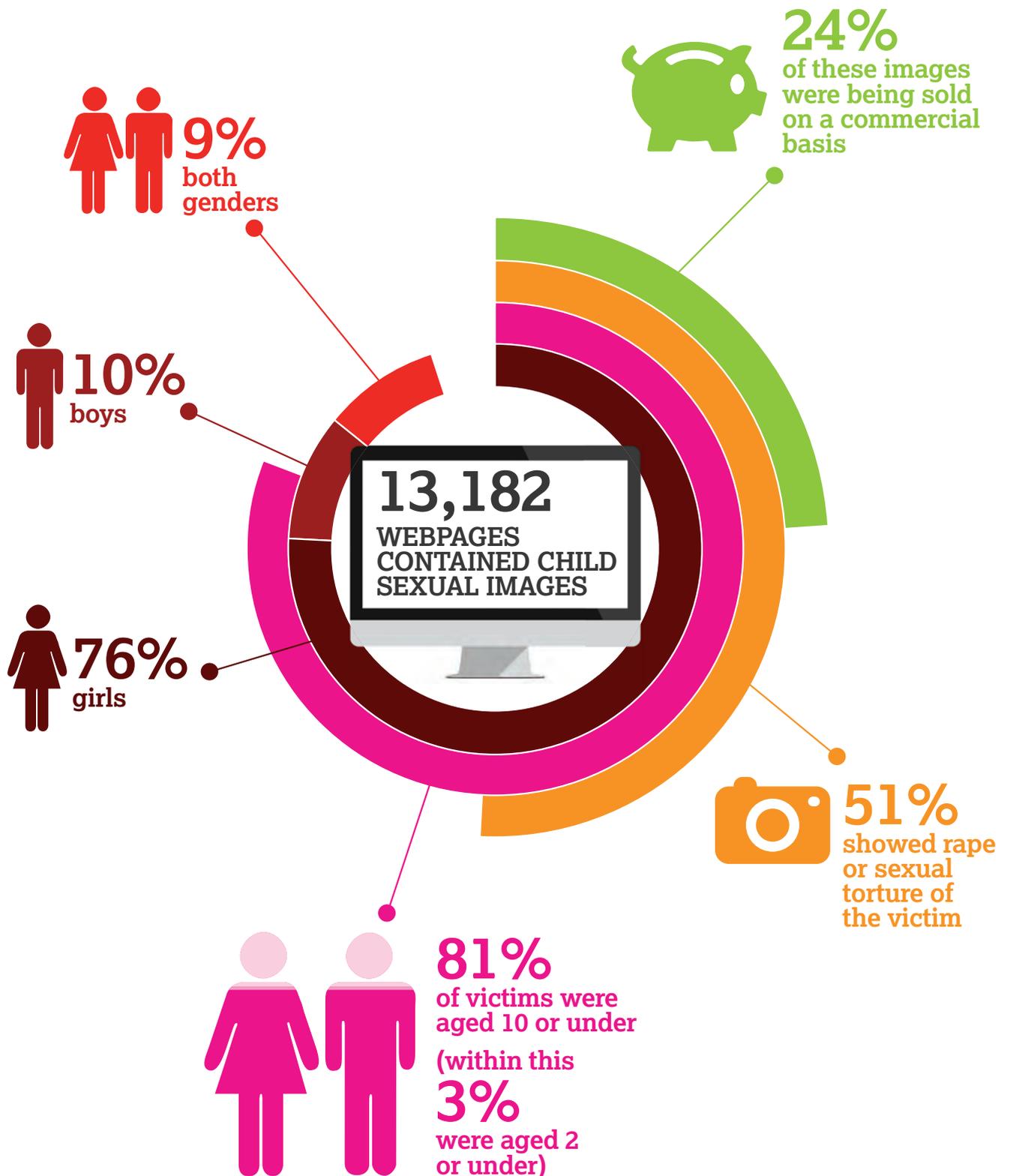
**"I would like to take this opportunity to add my personal thanks to our Members for their support in 2013."**

In the autumn we started a six month **'Splash Page'** pilot in which the largest ISPs and mobile operators volunteered to test the efficacy of displaying a new warning page if anyone tried to access a webpage on the IWF list. We have been coordinating the pilot on behalf of the National Crime Agency CEOP Command and Stop it Now! have provided a helpline number for those who are worried about their behaviour towards children.

Our international programme has gone from strength to strength. With partnership agreements with the International Telecommunication Union (ITU) and the Commonwealth Cybercrime Initiative (CCI) in place to deliver an Online Child Sexual Abuse Reporting Portal (**OCSARP**), **Mauritius** was the first country to sign up. We also completed the first **ITU-backed countrywide assessment** in **Uganda** resulting in a commitment to implement OCSARP in 2014.

The role of **IWF Members** over the past year has been phenomenal. We took every opportunity to remind everyone that the IWF only exists because of the commitment of the UK's online industry. It is this industry which has led the world in founding the IWF and **supporting our work** in removing these images, protecting their users and **making a difference to the survivors of sexually abused children**. It is to our Members' credit that they unilaterally stepped up to the challenge and agreed to do more.

# 2013 AT A GLANCE

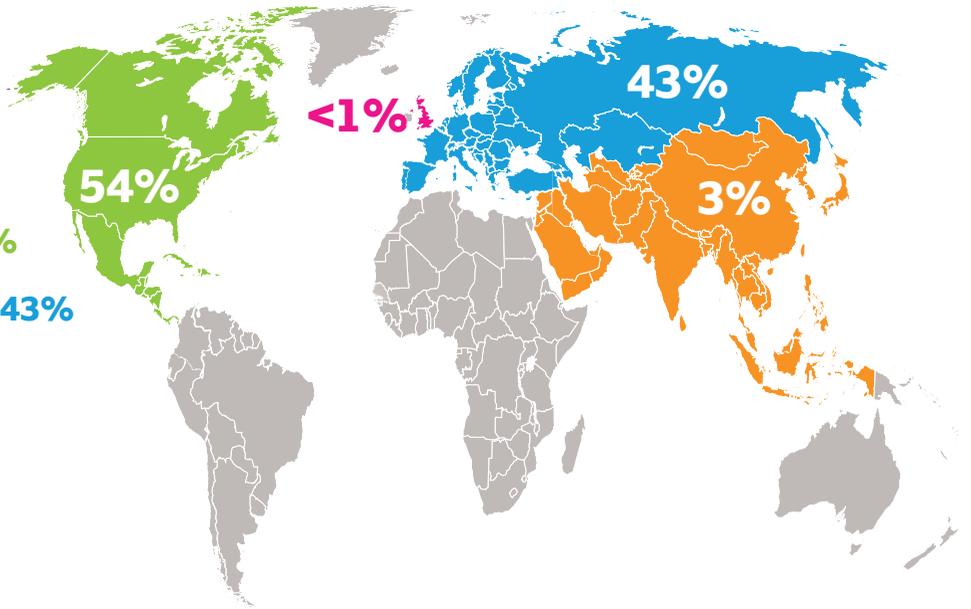


Less than **1%**  
of all child sexual abuse  
images and videos are  
hosted in the UK

North America hosts 54%

Europe inc Russia hosts 43%

and Asia hosts 3%



**51,186**

reports processed  
by IWF Hotline



**110**

Members support  
and fund the work  
of the IWF



Image hosting sites  
were **most often**  
exploited to host  
child sexual  
abuse content



Champions including  
MPs, MEPs, Members  
of the Legislative Assembly,  
Welsh Assembly and  
House of Lords

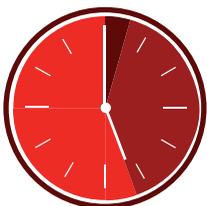


**392**

reports related  
to websites  
hacked to  
host child sexual  
abuse content



The IWF has  
spoken at  
**60+**  
national and  
international  
industry events



**47%** of UK-hosted child sexual abuse content  
is removed in **60 minutes or less** from when a takedown  
notice is issued. Quickest was **2 minutes 39 seconds**

# IWF'S INTERNATIONAL WORK: REPORTING PORTAL - OCSARP

We are working with international partners, governments and police worldwide to combat the availability of child sexual abuse images online. The internet is a wonderful, positive resource but there are a minority of people who use it for criminal activities. With many countries experiencing rapid internet growth we want to help them keep their networks safe by doing what we do best.

## OCSARP

OCSARP is about empowering countries globally to report online child sexual abuse images

OCSARP is the Online Child Sexual Abuse Reporting Portal developed by IWF. It enables people to report suspected online child sexual abuse images and videos for assessment by our analysts. It is a cost-effective solution for countries without a hotline that is easy to implement with back-up support from the acknowledged world experts in the field.

## HOW DOES IT WORK?

OCSARP is simple:

- 1. Webpage:** A country establishes its own locally branded webpage. The reporting function is built in.
- 2. Reporting:** When someone makes a report it will be sent to the IWF Hotline in the UK and assessed by our team of analysts.
- 3. Content removal:** We then take the appropriate action with our partners across the globe. We trace where the imagery is hosted, alert the host country, issue notices (where relevant) to get it removed, inform police and monitor the imagery to ensure it has been removed.

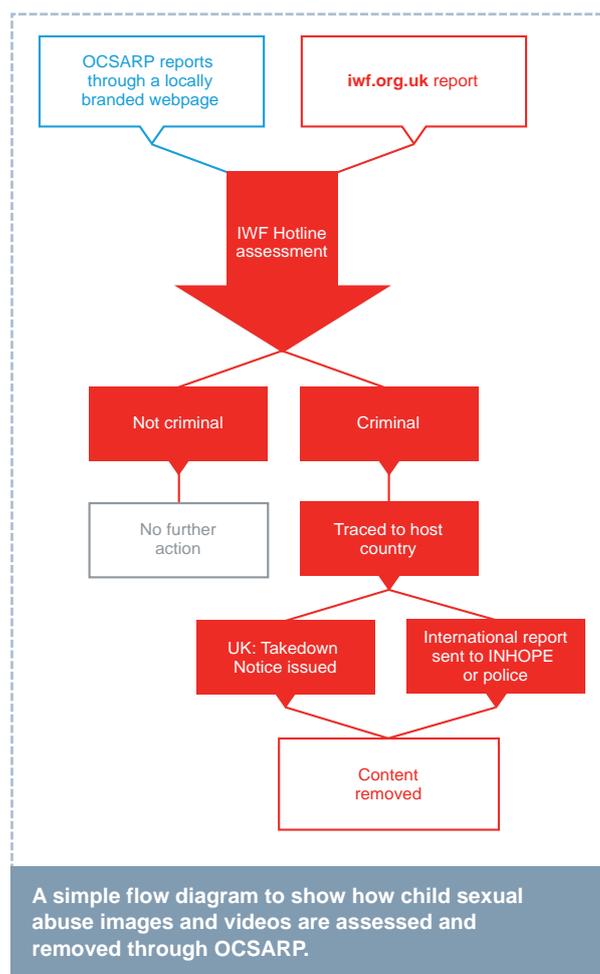
## BENEFITS

The benefits are clear:

OCSARP is **quick** to set up, with **low costs** and a centralised service. It's **scalable** to a country's needs as its internet capabilities develop. IWF is on hand providing **support** and access to international partners.

## WHY IS IT IMPORTANT?

The internet works across borders and people are increasingly able to host or access online content from anywhere in the world. OCSARP provides a **secure** and **confidential** place to report online child sexual abuse imagery and the IWF can use its expertise to trace the content and effect its removal.



For more information on IWF International and OCSARP contact **+44 (0)1223 203030**

# MAURITIUS IS FIRST COUNTRY TO USE OCSARP



“Let me congratulate the Internet Watch Foundation on its excellent work over the course of the past year. As partners of ITU’s Child Online Protection (COP) Initiative, IWF is supporting ITU in providing countries with the expertise and resources to establish efficient and cost effective methods of fighting online child sexual abuse content. The new countrywide assessment tool is setting the standard in terms of good practice, and our collaboration with IWF is a great example of how a fruitful partnership is helping achieve the COP goals.”

**General Dr Hamadoun I. Touré, ITU**

“Working with the IWF through the Commonwealth Cybercrime Initiative has been very productive. The model of IWF International enables Member countries to implement a reliable and cost effective tool that makes for a safer internet environment for citizens. We look forward to continue working with the IWF through CCI, and welcome their valuable input into driving the online child protection agenda forward across the Commonwealth.”

**Anthony Ming, ICT Advisor, Commonwealth Secretariat**

“An ever increasing number of people globally are now accessing the internet and benefiting from being internationally connected. With this expansion of the internet there is a need to ensure people can go online safely anywhere in the world. Through OCSARP, we can provide practical and cost-effective solutions helping countries keep their networks safe and free from child sexual abuse imagery.”

**Fred Langford, Director of Global Operations, IWF**

In October we signed a Memorandum of Understanding with the Information and Communication Technologies Authority (ICTA) of Mauritius, the national regulator for the country’s ICT sector, establishing Mauritius as the first country in the world to implement OCSARP.

## OUR INTERNATIONAL PARTNERS

We work with many partners across the globe to improve the fight against online child sexual abuse images:

- We sit on the Steering Group of the Commonwealth Cybercrime Initiative (CCI).
- We’re a member of the Child Online Protection Initiative of the International Telecommunication Union (ITU). ITU has adopted the IWF Countrywide Assessment Template as their recommended option and has committed to supporting two assessments each year.
- We joined the Internet Governance Forum (IGF) Dynamic Coalition on Child Online Protection.
- We became a member of the European Financial Coalition (EFC) against Commercial Sexual Exploitation of Children Online, which brings together key actors from law enforcement, the private sector and civil society with the goal of fighting commercial sexual exploitation of children online.
- We have a memorandum of understanding with ECPAT - a global network dedicated to protecting children.



**Trilock Dwarka**, Chairman of Information Communication and Technologies Authority (ICTA), **Honourable Tassarajen Pillay Chedumbrum**, Minister of Information and Communication Technology (Mauritius), **Fred Langford**, Director of Global Operations (IWF), **Dr Krishna Oolun**, Executive Director of Information Communication and Technologies Authority (ICTA)

# 2013 TRENDS

## REPORTS

Our analysts assess reports which are made through iwf.org.uk. The severity of the sexual abuse in reported images and videos is assessed, along with the age of the children and the location of the files which dictates the removal method. Criminally obscene adult content and non-photographic images of child sexual abuse are initially traced to find the host country. If the files are hosted in the UK they are within our remit and can be removed.

**51,186** reports were processed and **13,343** of these (26%) were confirmed as containing criminal content within our remit. We processed **31%** more reports during 2013 than 2012 (39,211).

### TYPES OF REPORTS

Of **51,186** reports there were:

- **50,757** reports of webpages;
- **415** reports of newsgroups;
- **14** reports of content on areas which are off-remit (eg, chat networks).

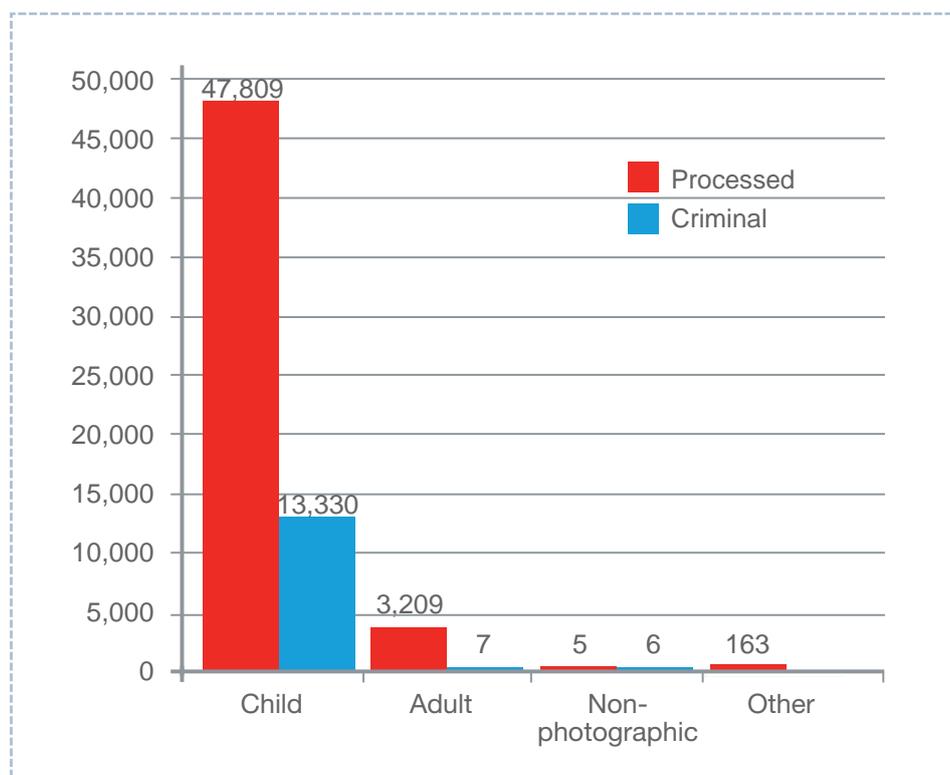


Figure 1: The number of reports processed in 2013 by category and the number in each category assessed by our analysts as within remit and potentially criminal.

All child sexual abuse reports	2013	2012	2011
% of reports made to the Hotline believed to contain child sexual abuse content	93	91	90
% confirmed as child sexual abuse content by IWF analysts	28	27	35

Of **47,809** reports alleging child sexual abuse content, **13,330** were confirmed as such by IWF analysts. This figure includes website and newsgroup content. **84%** of people reported anonymously through our secure and confidential reporting facility on our website – 2% more than last year.

# ALL CHILD SEXUAL ABUSE CONTENT ANALYSED BY IWF

	2013	2012	2011
% of children appearing to be aged 10 years or under	81	81	74
% of children appearing to be aged 2 years or under	3	4	3
% showing sexual activity between adults and children including rape or sexual torture	51	53	64
% of images where victims were girls	76	75	65
% of images where victims were boys	10	10	26
% of images with both genders	9	11	8

Note: A small number of the victims were unidentifiable as male or female.

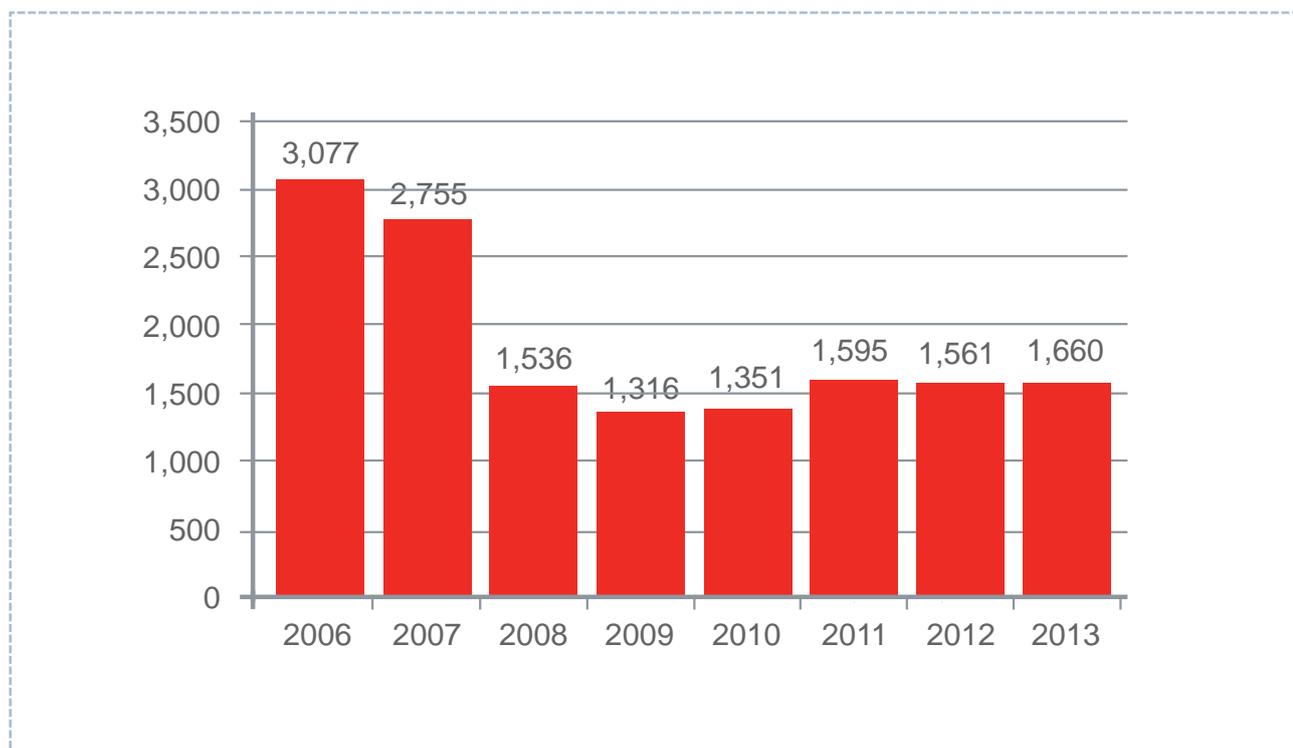


Figure 2: The number of domains hosting child sexual abuse content over time.

Figure 2 shows the number of domains abused for the hosting of child sexual abuse content since 2006. For domain analysis purposes, the webpages of [www.iwf.org.uk](http://www.iwf.org.uk), [www.iwf.org.uk/report](http://www.iwf.org.uk/report), [www.mobile.iwf.org.uk/report](http://www.mobile.iwf.org.uk/report), and [www.iwf.org.uk/about-iwf/news](http://www.iwf.org.uk/about-iwf/news) are counted as one domain i.e., [iwf.org.uk](http://iwf.org.uk).

In 2013, **13,182** webpages contained child sexual abuse imagery and these were hosted on **1,660** domains worldwide. (This excludes newsgroup content).

The **13,182** webpages hosting child sexual abuse content were traced to **43** countries (38 in 2012). Five top level domains (.com .ru .net .org and .in) accounted for **87%** of all webpages identified as containing child sexual abuse images and videos.

## 2013 TRENDS

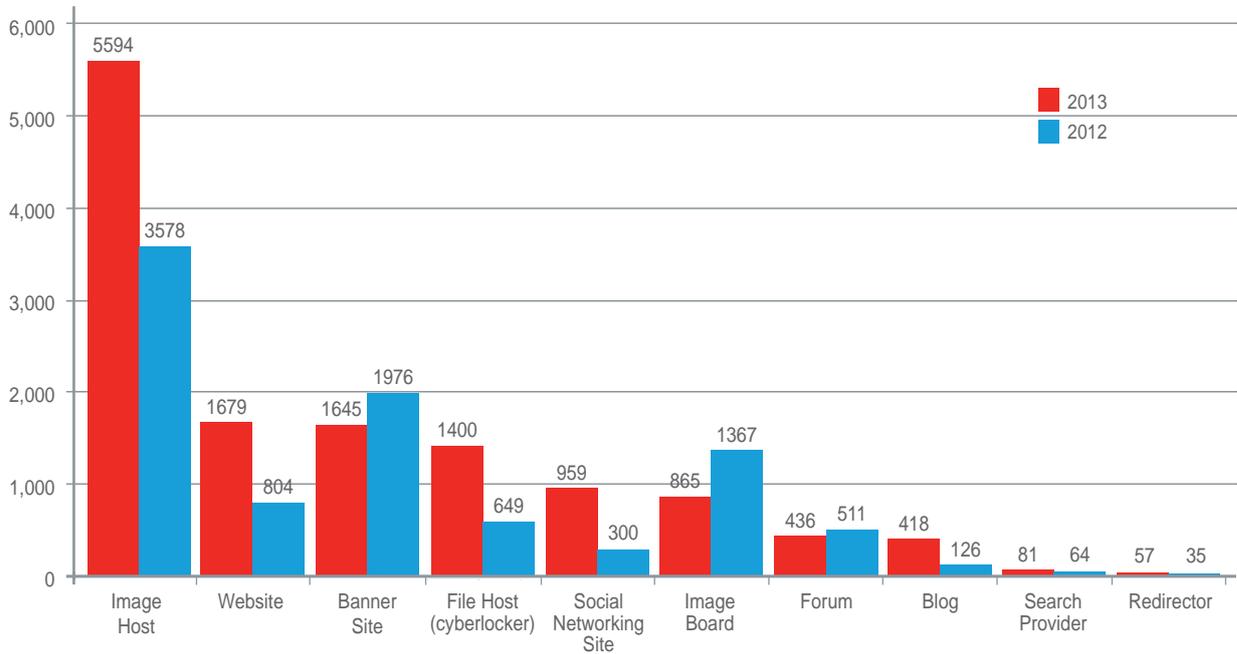


Figure 3: The top 10 types of internet services exploited to host child sexual abuse content in 2013 compared to 2012

It's important to remember that we saw an overall increase in URLs hosting child sexual abuse images and videos during 2013 compared to 2012.

Figure 3 shows that during 2013 and 2012 image hosting services were most often exploited to host child sexual abuse imagery.

During 2013 we also saw an increase in child sexual abuse images hosted on websites, file hosting sites, which are often referred to as cyberlockers and social networking sites.

An image hosting service allows users to upload images to their server which are then available via a unique URL. This URL can then be used to make inline links or embedded in other websites, forums and social networking sites. Many hosts are free, and some don't require registration. Some have optional paid image hosting functions while others offer only paid services.

The nature of the site alone should not be used as a reliable indicator of availability of the image or video. For example, one image on a high traffic service (such as a social media site) could be seen by thousands of users. Therefore, no provider of web services can be complacent.

**10,695** URLs (81%) were hosted on free hosting services, **2,445** URLs (19%) were in paid hosting services and the remainder were hosted within hidden services. Hidden services are explained on page 17.

# CHILD SEXUAL ABUSE CONTENT: UK TRENDS AND REMOVAL

## NOTICE AND TAKEDOWN

We believe the most effective way to eliminate online child sexual abuse imagery is to remove it at source. Our notice and takedown service is central to this belief. When child sexual abuse images and videos are hosted on a UK network, we issue a takedown notice to the hosting provider and the content is removed quickly. We do this in partnership with the police to ensure evidence is preserved and on-going investigations are not compromised.

In 2013 we took action regarding **13,182** instances of publicly available child sexual abuse images hosted on websites around the world. We issued **43** takedown notices to remove images hosted in the UK on **92** webpages. Several webpages may be included within one notice. During 2012 we issued 35 notices for 73 webpages.

Although the UK continues to host just a small volume of online child sexual abuse content – **less than 1%** of the global total – there was an increase in UK-hosted child sexual abuse content last year. This was due to legitimate UK businesses' websites being hacked to host child sexual abuse images. More information on this 2013 trend can be found on page 19.

However, 92 instances is still a relatively low number and continues to show how the online industry is dedicated to making the UK a hostile environment to those seeking to host such criminal content.

## CONTENT REMOVAL IN MINUTES

We work to ensure that criminal content hosted in the UK is removed as quickly as possible. We can only do this in partnership with the online industry. We measure the speed at which takedown notices are responded to in minutes, rather than weeks or days.

**47%** of webpages are removed in 60 minutes or less. **59%** of webpages are removed in 120 minutes or less.

We saw an increase in the number of takedown notices which took more than three hours to respond to during 2013. During 2012, **56%** of the UK-hosted child sexual abuse images were removed within one hour.

There were 20 companies offering UK hosting space which were abused for hosting child sexual abuse content during 2013. These companies received takedown notices from us. Six of these companies are Members of IWF and are quicker at removing this content than non-members (page 15). This might be because they put a greater emphasis on internet safety or they are more engaged with us because effective working relationships are well-established.

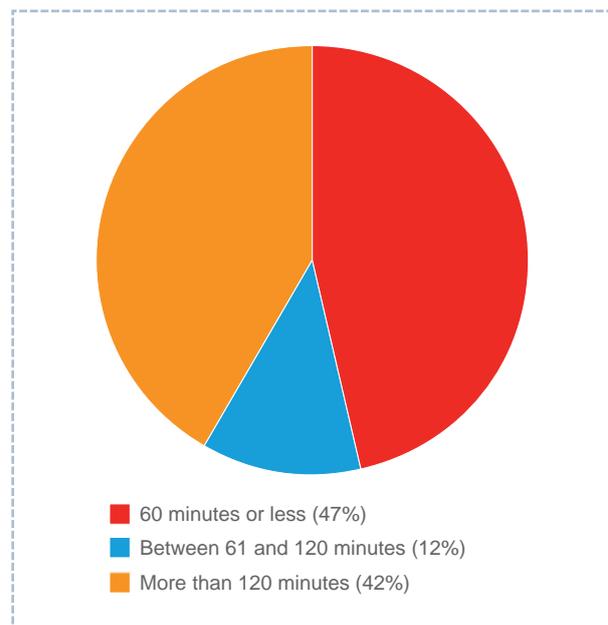


Figure 4: A breakdown of the time taken to remove UK-hosted child sexual abuse webpages from when a takedown notice is issued.

\*figures rounded to nearest whole percent.

Child sexual abuse content hosted within the UK	2013	2012	2011
% of child victims appearing to be aged 10 years or under	65	79	65
% showing sexual activity between adults and children including the rape or sexual torture of the children	50	51	62

## 2013 TRENDS

# CHILD SEXUAL ABUSE CONTENT: INTERNATIONAL TRENDS AND REMOVAL

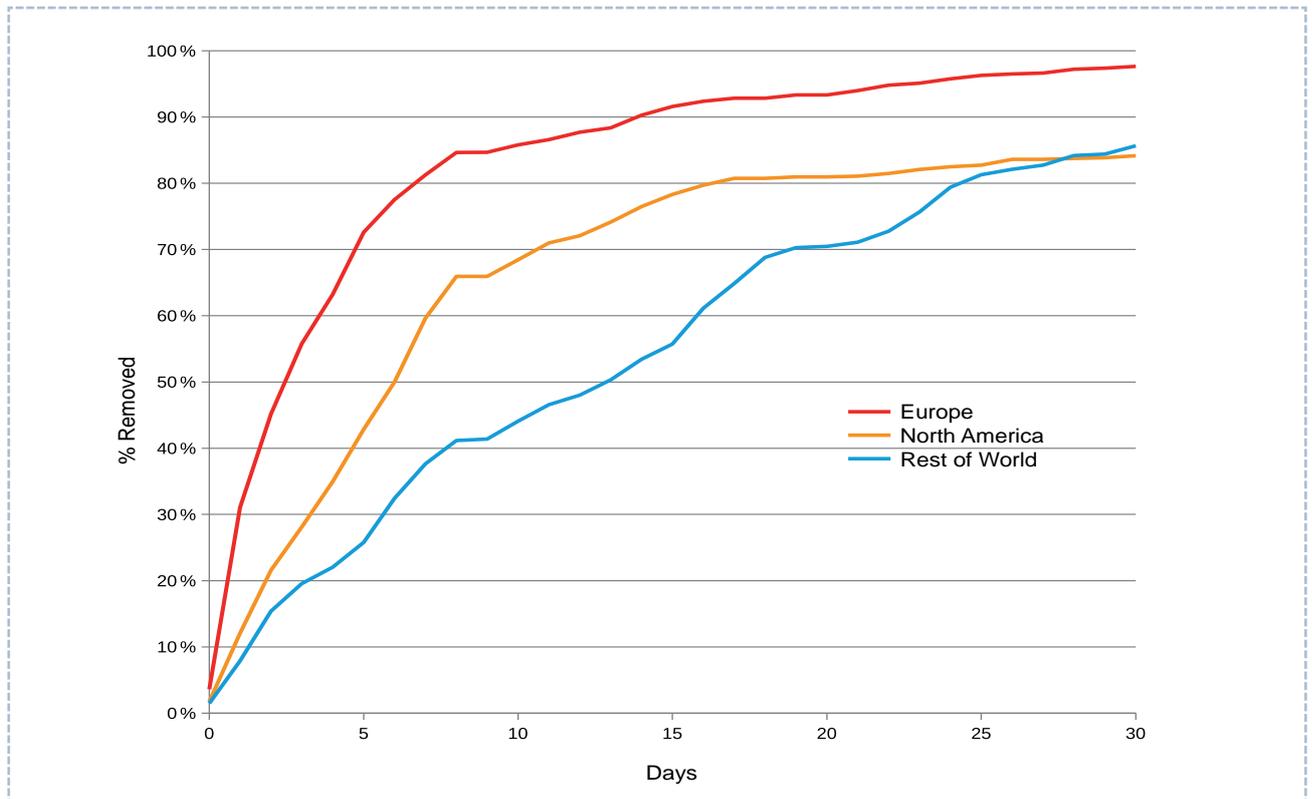


Figure 5: The speed at which child sexual abuse images are removed within different areas of the world

## UK AND GLOBAL WEBPAGE REMOVAL TIMES

We work quickly in the UK to remove child sexual abuse webpages. Since 2010 we have challenged ourselves to speed up the removal of child sexual abuse webpages across the globe by chasing up the removal of content hosted abroad.

Figure 5 shows how after 10 days, **86%** of child sexual abuse URLs are removed within Europe; **68%** are removed within North America and **44%** are removed from other locations around the world.

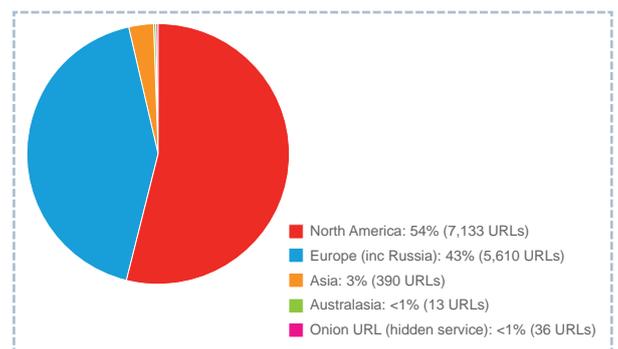


Figure 6: The percentage of webpages assessed as containing child sexual abuse content according to the host location (continent).

Child sexual abuse content hosted outside UK	2013	2012	2011
% of child victims appearing to be aged 10 years or under	81	81	74
% showing sexual activity between adults and children including the rape or sexual torture of the children	51	53	67

## INHOPE/POLICE

After a report has been confirmed as containing child sexual abuse images and has been traced to a location outside the UK, the data is uploaded to the INHOPE database (where there is an INHOPE hotline in the host country) or the country's police are notified. This enables the removal process to begin internationally.

**13,054** reports were assessed as webpages hosting child sexual abuse content outside of the UK.

**95%** of these webpages were hosted in a country with an INHOPE hotline (2012 and 2011, 93%). Countries with an INHOPE hotline remove child sexual abuse images quicker than countries without a hotline. After 10 days, **73%** is removed compared with 56% respectively.

36 URLs were untraceable to a specific country as they were .onion sites (page 17).

## SIMULTANEOUS ALERTS

These are designed to significantly reduce the length of time child sexual abuse imagery is hosted outside of the UK by providing an alert to companies hosting abroad. IWF can alert the hosting company to the presence of child sexual abuse images while notifying the country's INHOPE Hotline. Alerts are available to IWF Members hosting content outside the UK.

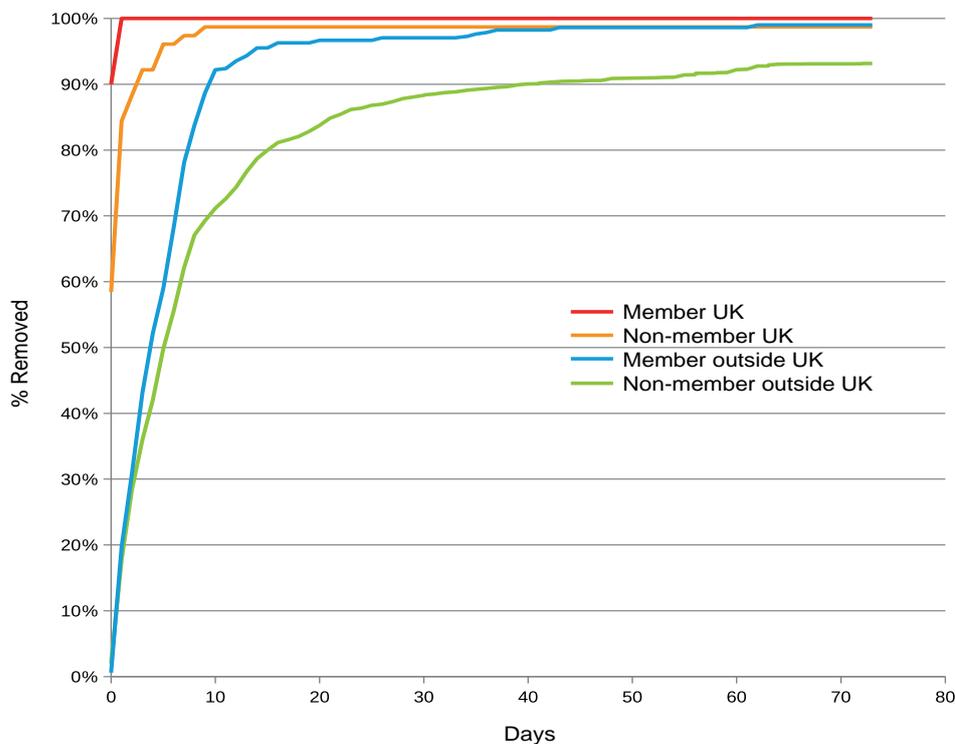


Figure 7: The time taken (in days) to remove child sexual abuse webpages when hosted in the UK by a Member (red line) and non-member (orange line), and hosted outside the UK by a Member (blue line) and non-member (green line).

Of the 43 takedown notices for 92 child sexual abuse webpages hosted in the UK in 2013, **70%** were issued to companies which are not Members of IWF (orange line in figure 7). Those companies take longer to remove the criminal content than IWF Members (red line). Time is measured from the point a notice is issued.

**13,054** child sexual abuse webpages were hosted outside of the UK. Figure 7 shows that those hosted by companies which are not Members of IWF (green line) take longer to remove the criminal content than IWF

Members (blue line). After 10 days, **71%** of the content hosted by non-members outside the UK has been removed compared to 92% by Members.

Time is measured from the point that we have assessed the webpages. We then refer the URL to either the INHOPE database (where it's hosted in a country with an INHOPE hotline) or refer it direct to law enforcement in a country without a hotline. It is reasonable to expect at least one day's time lag to allow the relevant country to assess the content before taking action to remove it.

## 2013 TRENDS

We use at least three methods to trace the location of child sexual abuse images and videos to determine the geographical location of the server on which it is hosted at the time of assessment. This enables us to pass accurate details to the relevant hotline or law enforcement agency, or take action ourselves in collaboration with the company whose services are being abused.

We continue to work to speed up the removal of internationally-hosted child sexual abuse content by:

- Monitoring and reminding our international colleagues of images and videos that remain available for long periods;
- Providing alerts to companies;
- Forging relationships with police in countries without an INHOPE hotline.

## NEWSGROUPS

Our Hotline team has a systematic process for monitoring the content of newsgroups and for issuing takedown notices for individual postings where child sexual abuse content has been identified.

Throughout 2013 the IWF monitored and reviewed newsgroups and issued takedown notices.

- **415** reports of child sexual abuse images hosted in newsgroups were made to IWF.
- **148** takedown notices were issued for newsgroups hosting child sexual abuse images (146 in 2012).
- After monitoring newsgroups, we recommended IWF Members do not carry **237** newsgroups containing child sexual abuse images and videos.

## OTHER CRIMINAL CONTENT

**3,209** reports alleged criminally obscene adult content. However, almost all were not hosted within the UK and therefore not within the IWF's remit.

**7** were assessed as criminally obscene and hosted in the UK. In each case we worked with police to obtain their agreement with the assessment and approval for removing the content. We then contacted the website owner to remove the content.

## KEYWORDS LIST

Each month we supply our Members with a list of keywords used by those seeking child sexual abuse images online. This is to improve the quality of search returns, reduce the abuse of networks and provide a safer online experience for internet users.

- In December 2013 this list contained **440** words associated with child sexual abuse images and videos, plus **69** words associated with criminally obscene adult content.
- **57** Members used this list.

“Twitter is proud to support the mission of the IWF and its role in disrupting the availability of child sexual abuse imagery and protecting children who are victims of sexual abuse. Our membership of the IWF and IWF's ongoing work in the UK complements other industry initiatives in the US and globally to combat child abuse and eliminate child sexual abuse images online. It is a difficult challenge but by working in partnership we can rise to meet it.”



**Sinéad McSweeney. Director, Public Policy, EMEA, Twitter**

**6** URLs were assessed as hosting non-photographic child sexual abuse content. These were passed to the National Crime Agency CEOP Command.

# OTHER DISRUPTION TACTICS

## PAYMENT DISRUPTION

By its very nature, commercial child sexual abuse content requires a financial transaction. We work closely with our financial Members to disrupt these payment mechanisms and therefore disrupt the distribution of these images and videos.



**EUROPEAN FINANCIAL COALITION**  
against Commercial Sexual Exploitation of Children Online

### COMMERCIAL CHILD SEXUAL ABUSE IMAGES AND VIDEOS

This year, IWF became a member of the European Financial Coalition (EFC) against Commercial Sexual Exploitation of Children Online, which brings together key actors from law enforcement, the private sector and civil society with the goal of fighting commercial sexual exploitation of children online.

As a member of EFC's Strategic Analysis and Reporting working group, we regularly provide detailed analysis of trends relating to commercial child sexual abuse websites to assist in tackling the problem of commercial distribution of child sexual abuse content online.

Of the **13,182** child sexual abuse webpages confirmed by IWF in 2013, **3,203** (24%) were assessed as being commercial in nature.

The IWF Website Brands Project began in 2009 to track the different "brands" of child sexual abuse websites which provide public access to these images on a commercial basis.

Since 2009 we have identified **1,609** unique website brands.

There were **575** brands active in 2013. Of these, **347** (60%) had not been seen before. In previous years this proportion was 50%.

Our on-going analysis of hosting, payment arrangements, advertising systems and registration details suggests that these websites are operated by a small core group of criminal entities.

Of the top 10 most prolific brands active during 2013, **8** were apparently associated with a single "top level" distributor and account for **15%** of the total commercial content we saw in 2013.

"It has been a long-standing priority for the card payments industry to identify and restrict the use of card-based payments for illegal purposes. To this end, The UK Cards Association is a proud sponsor of the IWF, and an enthusiastic supporter of its agenda to ensure the removal of criminal online content and prevention of child sexual abuse. Our industry plays its part to assist, for example through the increasingly sophisticated detection processes which are used to prohibit payments from being received by websites with illegal content, as well as through close work with law enforcement agencies. For many years, our partnership with the IWF has been at the centre of our efforts to protect children, and we want to be part of further progress towards the elimination of child sexual abuse images online."



**Graham Peacop, Managing Director,  
The UK Cards Association**

## HIDDEN SERVICES

Internet users offering child sexual abuse content online via proxy software to protect their identity present a challenge to the IWF

This is particularly the case with certain types of proxy software that can be used to anonymously host websites, known as hidden services, and which conceal the true location of the web server hosting the content. This makes removal of the content at source problematic.

Our experienced analysts are aware, from making assessments of these websites, that hidden services are a channel for the first appearance of a large amount of previously unseen child sexual abuse images.

Therefore, there are opportunities for identifying the offenders behind the abuse as well as the victims. We work with the National Crime Agency (NCA) CEOP Command, to notify them of the existence of any hidden services which we have assessed as containing child sexual abuse images. Providing this intelligence ensures that the NCA, in conjunction with national and international law enforcement agencies, is able to undertake investigations into the sites.

We assess this content in the same way we do any report. The difference is that it is uploaded to the INHOPE database for recording purposes, but does not get referred on as there is no traceable host country.

We encountered **36** URLs hosting child sexual abuse content on hidden services during 2013.

# DISGUISED WEBSITES

In 2011, we identified a cluster of commercial websites which display child sexual abuse images and videos only when accessed via a predetermined “digital pathway”.



These “disguised” websites present different content depending on the route the user takes to reach them. When the URL is loaded directly into the browser, the page which loads contains legitimate adult content. However, when accessed via a particular gateway site (“referrer”) the page displays child sexual abuse content.

This is a legitimate web development technique commonly used, for example, on shopping sites to present products to users based on items they may have previously purchased, but like any technology it is open to abuse.

Using this technique masks the criminal content from those who have not followed the pre-determined pathway, frustrating attempts to remove the images as when the webpage is visited by hotlines or police, no criminal content is visible.

It also means that a commercial child sexual abuse business may be able to acquire legitimate business services, such as banking services, if the website appears to host legal content when directly accessed – essentially tricking companies into providing their services for what is actually a criminal enterprise.

Until this year, the technique was predominantly being used by individuals to defraud affiliate marketing schemes. This is where a legitimate website provider (person A) pays a fee to the owner of an affiliate site

(person B) for referring internet users who go on to subscribe to person A’s site having initially accessed it via the affiliate (person B).

However in 2013, it was observed that referrer sites were increasingly being used to provide direct access to the most prolific commercial child sexual abuse websites which have been identified as part of the website brands project. See page 17.

Previously, we had identified a technique to circumvent the digital pathway to reveal the criminal content, enabling the sites to be removed and the owners investigated by the police.

This year, we collaborated with an IWF Member to more effectively prevent public access to these sites while the removal of the content took place.

As a result of this close partnership, we also identified additional tools enabling us to more effectively disrupt the activities of criminals using this distribution method. These tools will allow us to work better with our Members, sister hotlines, international law enforcement partners, the wider online industry and payment providers to raise awareness of the technique, ensuring the digital pathway to the most prolific commercial child sexual abuse websites is disrupted and the distributors investigated.

In 2013, we identified **353** websites which were providing access to child sexual abuse content using the specific digital pathway technique.

# HACKED WEBSITES

In June we observed a significant rise in the number of legitimate small business and personal websites which had been hacked with two specific child sexual abuse website templates and brands.

Between June and December we received **392** reports relating to sites hacked with these templates. Of these reports:

- **47** URLs were located on **33** different domains;
- **17** of the **33** domains were UK-hosted;
- **27** of the **33** domains belonged to a UK business.

We continue to monitor this trend and intelligence relating to it is passed to the police. Additionally we work closely with our security industry Members, providing information about the malware being distributed on sites specifically created for the distribution of child sexual abuse content.

This enables resources to be effectively targeted to disrupt the distribution of child sexual abuse content and a shared understanding of the links between the methods employed in both commercial child sexual abuse and malware distribution.

This method of distributing child sexual abuse images has not been seen in widespread use since 2010. This is when the use of free hosting file stores and image hosting websites (cyberlockers) became the more commonly encountered method of hosting large volumes of images which are then linked into numerous third party sites.

The child sexual abuse images are located in “orphan folders” on the hacked sites which are accessible only to internet users via links on a number of legitimate adult websites.

The specific nature of the content on these adult websites (which often featured mature adult actors) is such that it is exceptionally unlikely that those who are being exposed to the child sexual abuse images were seeking them.

In addition to the child sexual abuse images, the folder contains files which attempt to download automatically when the page is accessed. The files purport to be video files, however analysis of the content reveals that they are a type of malware, specifically a Trojan which when executed enables remote access to the user’s machine.

The evidence uncovered during the course of researching this trend suggests that the sites have been hacked predominantly for the purposes of distributing the malware – possibly as a means of marketing “hacking as a service” – and not for the specific purpose of distributing the child sexual abuse content. The majority of the hacked websites are either UK-hosted or are those of UK small businesses.

# A LOOK AHEAD TO 2014

IWF will take part in a programme of research during 2014. The aim of this is to improve the effectiveness of our Hotline through providing intelligence into people's online behaviour and use of technology. This will help us meet our vision of eliminating online child sexual abuse images and videos.

## ACTIVELY SEEKING

**From April 2014 our analysts will be actively seeking out child sexual abuse images and videos online. Previously our analysts have worked only from leads provided in public reports.**

To accommodate this new way of working we have employed seven new analysts, paid for by a £1 million grant from Google and additional funding from our Members. This new team will be trained with the skills and expertise they need to assess and remove online criminal content.

The IWF will also relocate to a larger office which will better meet the welfare needs of our increased staff.

We will of course assess all reports we receive from the public – these will still provide valuable leads for our analysts. We hope that by using these two methods we will be more effective at identifying and removing this criminal content from the internet.

## GLOBAL HASH DATABASE

**Child sexual abuse images online are a global problem. In 2013, Prime Minister David Cameron announced plans for a global hash database of child sexual abuse images to be created.**

A "hash" is a unique number generated from the binary data of a picture or video and some biometric information within a picture. Newly developed hashing algorithms ensure the hash still works even if the image is resized or altered.

The hashes will be used by the online industry to automatically identify known child sexual abuse images without the need to examine each image individually and will therefore have a significant impact in preventing the online distribution of this content.

In 2014, we will produce a hash database of child sexual abuse images which can be used by our industry Members on their services. The hashes will also feed into the global hash database project to assist in combating the global distribution of child sexual abuse images online.



Sarah Smith, IWF Technical Researcher

## TORRENT PATH PROJECT

**During 2014 we will work with Google, Microsoft, the National Crime Agency CEOP Command and the Home Office on a pilot project to tackle child sexual abuse images being circulated using bit torrent technologies which are indexed within search engine returns.**

The abuse of traditional peer-to-peer networks for distributing child sexual abuse content is well documented. The rise in the use of torrent software has led to an increase in torrent search sites. These are websites on the public internet which allow users to search for and download torrent files which then enable the download of child sexual abuse images.

The research we carried out with the Lucy Faithfull Foundation (page 21) demonstrated that keyword searching via search engines is still a commonly used method for those seeking child sexual abuse images and videos online.

In 2014, a pilot project will take place with the aim of preventing access to URLs which enable the download of child sexual abuse images via torrent files. This is to disrupt the distribution of this criminal content and minimise the likelihood of internet users stumbling across it, therefore protecting the general public from exposure to the content and preventing the revictimisation of the victims depicted.

# AWARENESS AND PARTNERSHIPS

We want to make the internet a happier, safer place for all and make a difference to survivors of child sexual abuse. We work with others who share this mission and we take up opportunities to talk about what we do to raise awareness of our work.



Emma Hardy, IWF Director of External Relations

We experienced unprecedented amounts of media coverage during 2013. At its height, print, online and broadcast coverage increased more than 2,500% on the same period the year before. The interest in the IWF followed the convictions in May of two child murderers who had viewed online child sexual abuse images and videos.

The media and public wanted to know what was being done to tackle this. The interest enabled us to speak about our work with the online industry to remove images and videos of child sexual abuse. We were also able to explain how for 10 years we, and our Members, had kept the level of these images and videos hosted in the UK to less than 1%.

It's important that online users know the IWF takes reports of this nature and that we work hard to remove criminal content online. ComRes, a polling and research consultancy and IWF Donor, conducted a poll\* of British adults in August 2013 about awareness of the IWF. It found that 19% of British people said that they had heard of IWF, compared to 8% who said the same in October 2012.\*\* People said that they were less likely to 'ignore' illegal online content online (8%) in August 2013, compared to more than one in 10 (12%) in March 2013,\*\*\* before the media storm.

Our challenge for 2014 is to maintain and build on this awareness.

\*ComRes conducted a poll of 2,014 GB adults online between 9-11 August 2013.  
\*\*YouGov conducted a poll of 2,053 UK adults online between 26-29 October 2012.  
\*\*\*ComRes conducted a poll of 2,058 GB adults online between 6-8 March 2013.

## SEX OFFENDERS' ONLINE HABITS

In March the IWF and the Lucy Faithfull Foundation revealed some initial findings of a study funded by the International Foundation For Online Responsibility (IFFOR). It looked at convicted sex offenders' online habits. The headline findings were launched at a BT-sponsored event in the BT Tower, London.

The qualitative research involved hearing from internet offenders about what prompted them to begin viewing indecent images of children; how their criminal behaviour developed over time; methods used to find and view images; potential strategies for desisting, and how they are managing this behaviour at present.



"This qualitative research illustrates the importance of the services the IWF provides not only in protecting the survivors of child sexual abuse from revictimisation but also by preventing offences from being committed. Understanding more about how child sexual abuse images are located online allows us to develop new strategies for disrupting access to them and ensure that we are providing services which continue to be relevant and effective."

Susie Hargreaves, CEO

More information can be found at [lucyfaithfull.org.uk/our\\_research](http://lucyfaithfull.org.uk/our_research)



Sarah Smith, Technical Researcher talking about our work to Holly and Phil on the This Morning sofa



## IWF AND CHILDLINE PARTNERSHIP

IWF and ChildLine teamed up during 2013 to help young people who are distressed their sexual images are online.

We often cannot get these images removed because it's not always possible to confirm that a 'young person' in an image is under 18, and therefore classified as a child by the law.

Our partnership with ChildLine means that they will do the necessary work to verify the age of the young person pictured. ChildLine then completes an IWF referral form including a link to the image or video to be removed. We can then assess the report against UK law and work with police and the online industry to get the image or video removed.

This partnership follows a study we carried out in 2012 into self-generated sexual images online featuring young people. The findings showed us the ease with which control over the distribution of these images is lost once they have been posted online.

In 2013 we saw that a commercial child sexual abuse website believed to be operated by our most prolific commercial brand (see page 17 for commercial sites) had started offering self-generated sexual images and videos of young people for sale.

We will continue to monitor this trend and work with our UK Safer Internet Centre partners (see page 23) to help raise awareness of the risks in posting self-generated images online.

## UK COUNCIL FOR CHILD INTERNET SAFETY (UKCCIS)



**Joint chairs of UKCCIS:** Edward Timpson MP, Parliamentary Under-Secretary of State for Children and Families, Damian Green MP, Minister of State for Police and Criminal Justice and Ed Vaizey, MP, Parliamentary Under-Secretary of State for Culture, Communications and the Creative Industries.

Our CEO, Susie Hargreaves sits on the Executive Board of The UK Council for Child Internet Safety (UKCCIS). It is a group of more than 200 organisations drawn from across government, industry, law, academia and charity sectors that work in partnership to help keep children safe online.

The Executive Board is responsible for identifying priority areas of work and setting the UKCCIS strategic direction.

“With the IWF sitting on the Executive Board at UKCCIS it demonstrates how seriously the work of the IWF and our Members is taken by the UK Government and stakeholders. By working together we can be more effective at keeping children safe online.”

**Susie Hargreaves, CEO**



**UK Safer  
Internet  
Centre**

[www.saferinternet.org.uk](http://www.saferinternet.org.uk)



# UK SAFER INTERNET CENTRE

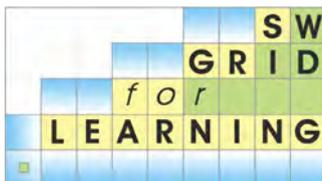
Co-funded by the European Union, the IWF, Childnet International and the South West Grid for Learning (SWGfL) coordinate the UK Safer Internet Centre.



**Childnet  
International**

An awareness centre helping to make the internet a great and safe place for children.

[childnet.com](http://childnet.com)



A helpline for professionals working with children in the UK.

[swgfl.org.uk](http://swgfl.org.uk)



**IWF  
Internet  
Watch  
Foundation**

The UK Hotline for reporting online criminal content.

[iwf.org.uk](http://iwf.org.uk)

The UK Safer Internet Centre delivers a wide range of activities to promote the safe and responsible use of technology including:

- Coordinating Safer Internet Day in the UK, which provided over 50 million opportunities to see or hear the Safer Internet Day message in 2013.
- Developing new educational and awareness-raising resources for children, parents and carers, and teachers to meet emerging trends in the fast-changing online environment.
- Hosting the UK Council for Child Internet Safety (UKCCIS) Evidence Group's Research Highlight series, which summarises key academic publications.

## FOR 2014:

Esafety Live - a nationwide roadshow of free esafety briefings continues in 2014.

Resources we will be developing include:

- Web browser resource;
- Game resources for primary children;
- Online skills tutorial;
- Sex and the internet scoping programme;
- Train the trainer outreach pack;
- Training presentation for professionals working with young people with special educational needs;
- Training for foster carers and adoptive parents.

# THE GLOBAL FIGHT AGAINST ONLINE CHILD SEXUAL ABUSE CONTENT

In April we brought together international stakeholders for a conference in the European Parliament in Brussels.

The Facebook-sponsored event aimed to improve the level of understanding and ultimately the effectiveness of fighting online child sexual abuse content globally by enabling the audience and the panelists to share experiences and best practice.

The conference was hosted by IWF Champion, Emma McClarkin MEP (pictured) and moderated by TV presenter Kate Russell.

The two panels included representatives from the IWF, the European Commission, the Council of Europe, the Commonwealth Telecommunications Organisation (CTO), the International Telecommunication Union (ITU), the South African Hotline, EUROPOL and Facebook.



## IWF CHAMPIONS

Politicians are able to become an IWF Champion whether they sit at a local, national or international level. The initiative enables them to publicly show their support for the fight against online child sexual abuse content.

We have 73 IWF Champions including MPs, Peers, MSPs, MLAs, AMs and MEPs.

Roy Beggs MLA  
Neil Bibby MSP  
Bob Blackman MP  
Nicola Blackwood MP  
Sir Peter Bottomley MP  
The Rt Hon Tom Brake MP  
Julian Brazier MP  
Andrew Bridgen MP  
David Burrowes MP  
Alun Cairns MP  
Michael Connarty MP  
Rosie Cooper MP  
Jim Dobbin MP  
Mark Durkan MP  
The Earl of Erroll  
Janet Finch-Saunders AM  
Vicky Ford MEP  
George Freeman MP  
Mary Glendon MP  
The late Rt Hon Paul Goggins MP  
Helen Goodman MP  
The Rt Hon David Hanson MP  
The Lord Harris of Haringey  
Gordon Henderson MP  
Cllr James Hockney

Mary Honeyball MEP  
The Baroness Howe of Idlicote CBE  
Richard Howitt MEP  
Dr Julian Huppert MP  
Lord Inglewood  
Timothy Kirkhope MEP  
The Rt Hon Lord Knight of Weymouth  
Andrea Leadsom MP  
Elfyn Llwyd MP  
Naomi Long MP  
Tim Loughton MP  
Baroness Ludford MEP  
Karen Lumley MP  
Lewis Macdonald MSP  
Fiona Mactaggart MP  
Lord Maginnis of Drumglass  
Michael McCann MP  
Emma McClarkin MEP  
Siobhan McMahon MSP  
The Rt Hon Alun Michael  
Darren Millar AM  
Andrew Miller MP  
Madeleine Moon MP  
Penny Mordaunt MP  
Grahame Morris MP

Stephen Mosley MP  
Greg Mulholland MP  
Tessa Munt MP  
The Rt Hon Jim Murphy MP  
Ian Murray MP  
Sarah Newton MP  
Sandra Overend MLA  
Lord Patel KT  
Claire Perry MP  
Yasmin Qureshi MP  
Dennis Robertson MSP  
Bob Russell MP  
David Rutley MP  
Alison Seabeck MP  
Richard Simpson MSP  
Elaine Smith MSP  
Robin Swann MLA  
Baroness Thornton  
Joan Walley MP  
Sir Graham Watson MEP  
Jim Wells MLA  
John Whittingdale OBE MP  
Keith Vaz MP

# WE'RE COMMITTED TO OPENNESS AND TRANSPARENCY

We are committed to making our practices and processes as clear and transparent as possible. That's why during 2013 we commissioned an independent human rights audit and an independent inspection of our Hotline.

## HUMAN RIGHTS AUDIT

Lord Ken Macdonald, former Director of Public Prosecutions was commissioned by the IWF Board to carry out a review of IWF.

He aimed to:

- Give a view of whether the IWF is a public authority in relation to the Human Rights Act 1998;
- Conduct an assessment of governance, operational policies and operational practices of the IWF against the frameworks of the Universal Declaration on Human Rights, the Convention on the Rights of the Child and the Human Rights Act 1998;
- Advise how compliant the IWF is with these and advise how any policies or practices may be improved to better ensure compliance with these.

**He concluded the IWF's fundamental work is entirely consistent with human rights law.**

Among his findings, Lord Macdonald noted:

- The IWF's fundamental work of restricting criminally obscene adult material and all child sexual abuse material is consistent with human rights law.
- The IWF, although a private, industry-funded body, carries out public acts and therefore its policies and decision-making are susceptible to judicial review – a conclusion endorsed by the IWF Board.
- That the IWF should appoint a retired judge to act as an appeals commissioner and Chief Inspector to oversee disputes and inspections respectively and the Board should contain at least one acknowledged expert in human rights law – conclusions welcomed by the IWF Board.

Nine recommendations are made in the report, seven of which were immediately endorsed by the IWF Board.

1. IWF should in future restrict its remit to child sexual abuse material\*.
2. IWF should appoint an expert in human rights law to its Board.
3. IWF should appoint a senior legal figure as its new Chief Inspector.
4. IWF's appeals process should include, as a final stage, a determination by the Chief Inspector.



5. Inspections of IWF's work should take place at least every two years. The Inspection team, headed by the new Chief Inspector, should include one expert in human rights law.
6. If IWF moves into more proactive investigations, its analyst training should be updated to meet the further responsibilities inherent in an investigative role.
7. In any proactive investigations, IWF should liaise closely with police.
8. Proposed increases in IWF's industry funding should be maintained and expanded in order to make a move into more proactive work feasible in the longer term.
9. IWF should not, at present, investigate peer-to-peer file sharing. Instead, in light of the fact that the National Crime Agency (NCA) has subsumed CEOP with the apparent intention that investigations into online child sexual abuse material should be mainstreamed into the fight against serious crime, the NCA should now give these investigations high priority\*.

## FOR 2014:

\*The IWF will consult stakeholders before making decisions on these two items: whether to restrict its remit to child sexual abuse content, therefore taking no action against criminally obscene adult content; and whether it will play a role in the removal of child sexual abuse content hosted on peer-to-peer networks.

# HOTLINE INSPECTION

The IWF Hotline's practices and policies are inspected every two years. In July we welcomed an inspection team chaired by retired Judge Robert Taylor, Detective Chief Inspector Matthew Long of Kent Police, Social Worker and Board Member of the College of Social Work Jennifer Bernard and sexual offences specialist Barrister Sarah Jones of Pump Court Chambers.

They concluded the following:

**“The IWF is undoubtedly an organisation fundamentally fit for purpose. It has a comprehensive set of policies which are clear in design and content and are evidently well understood and implemented by staff.**

**The organisation's structures are set up to provide a framework of consultation, supervision and training which ensures a working environment that prioritises the welfare of staff and their development.**

**The organisation is open and responsive in nature, welcoming involvement from the public and its partners as well as internationally with other hotlines and related organisations and governments. It has solid systems in place to deal with situations where there are disagreements or concerns.**

**It is obviously imperative for the continuing efficiency of the system and the need to retain good working relationships with internet providers that the IWF acts carefully and legitimately in exercising its powers and responsibilities. Equally, the purpose of the organisation is to ensure that criminal content of a sexual nature is removed. Currently a threshold must be reached before such material is removed and it is recommended that the question of whether that threshold has been set at the right level is debated at board level and decided as a matter of policy.**

**We congratulate the IWF on its achievements and wish it continuing success in its endeavours.”**

## **FOR 2014:**

There were four main notes and recommendations made by the inspection team. These concerned the threshold at which action was taken against level 1 images, the addition of a retired judge as a further review stage to complaints, and minor recommendations around counselling and recruitment practices. These will be considered by the IWF Board and implemented.

The full report can be read at [iwf.org.uk/accountability/independent-inspection](http://iwf.org.uk/accountability/independent-inspection)

# IWF URL LIST

We provide a list of webpages of child sexual abuse images and videos hosted abroad to companies who wish to voluntarily block or filter them for their users' protection and to prevent the revictimisation of the child. The list is dynamic, updated twice daily with URLs added and removed.

When IWF identifies child sexual abuse images hosted abroad, we notify the relevant Hotline and law enforcement agency and while it remains available, we include the URL in the IWF URL List until the content has been removed from public access.

In the UK, blocking is carried out on a voluntary basis and more than 98% of residential broadband connections are protected by internet service providers (ISPs) deploying our list.

- **71** companies had access to our list during 2013. These include ISPs, mobile operators, filtering companies and search providers.
- The list is deployed across all seven continents.
- A total of **11,290** unique URLs were included on the list at some point during 2013.
- On average, **45** new URLs were added each day.
- The list contained an average of **897** URLs per day over a 12-month period.

## SPLASH PAGES

During 2013, six major internet and mobile companies which use the IWF URL List began a six-month pilot project whereby if their customer tries to access a webpage which is on our list, they display an agreed splash page, instead of an error message, which explains why the page has been blocked and possible implications.

For clarity, the customer is not exposed to the child sexual abuse image. Once the child sexual abuse image has been removed (taken down) the URL comes off the list and the webpage is once again accessible.

The wording on the splash page was agreed by a number of organisations – IWF, the Child Exploitation and Online Protection (CEOP) Centre, Stop it Now! and companies involved in the pilot. It was supported by IWF Champion Claire Perry MP.

### FOR 2014:

Following a six-month review to assess its effectiveness, the IWF Funding Council will decide whether or not the splash page should be recommended for all those companies which deploy the IWF URL List.

## SELF-CERTIFICATION: ENSURING OUR LIST IS DEPLOYED ACCURATELY

While we compile and provide a list of child sexual abuse URLs, the blocking or filtering solution is entirely a matter for the company deploying it. Companies which download and deploy our list, test their systems on a quarterly basis to check they are deploying it correctly. Once the testing process completes a full annual cycle we publish a list on our website of all those companies who have certified their blocking solution is compliant for all four quarters. If a company fails to self-certify, our Board may take a decision to remove that company's access to the list.

## APPEALS AND COMPLAINTS

No complaints were received from content owners who were concerned that legitimate content which they owned or were associated with had been included on the IWF URL List.

No companies in receipt of a notice from us to takedown criminal content in the UK appealed against our assessment.

In 2013 we received **42** complaints from individuals. All were responded to within one working day and 100% were resolved. None related to the accuracy of our assessment.

The majority of complaints were from internet users concerned about slow or intermittent access to a website or content which had nothing to do with the IWF or our URL list.

Anyone, including internet users who believe they are prevented from accessing legal content, may appeal against the accuracy of an assessment.

### FOR 2014:

Following the human rights audit (page 25) we will be enhancing our complaints and appeals process by appointing a new Chief Inspector. This role will be carried out by a retired judge.

# GOVERNANCE

## OUR BOARD

Our Board of 10 comprises an Independent Chair, six Independent Trustees and three Industry Trustees. The Board elects two Vice-Chairs – one independent and one from industry. The Board monitors, reviews and directs the IWF's remit, strategy, policy and budget.

We have a Funding Council, which comprises one representative from each Member company. The Funding Council elects three individuals to stand as the three Industry Trustees on the Board. Independent Trustees are chosen by an open selection procedure following national advertising.

During 2013 three Board members' terms came to an end:

Sir Rodney Brooke CBE DL  
Naomi Cohen  
Dr Suzy Walton

## CARING FOR OUR STAFF

The health and wellbeing of our staff is paramount. Our analysts are required to view child sexual abuse images and videos on a daily basis. Therefore, we have a best-practice welfare package designed to look after them.

We use three providers of welfare support. All analysts receive counselling on a monthly basis with group sessions quarterly. Any staff member who is required to see criminal content – no matter how infrequently – undergoes an annual psychological assessment. Support is available for all IWF staff if needed. This is in line with expert advice.

## OUR 2014 BOARD

### SIR RICHARD TILT INDEPENDENT CHAIR

Sir Richard completed a career in the prison service, retiring as Director General in 1999, the same year he was appointed a Knight Bachelor. He was a member of the Sentencing Advisory Panel, the Social Fund Commissioner for Great Britain and Northern Ireland between 2000 and 2009, and also previously performed Chair roles in a number of NHS bodies. Between 2001 and 2010 he was a Governor of De Montfort University. Until recently, Sir Richard was also Chair of the Social Security Advisory Committee and Chairman of the Portman Group's Independent Complaints Panel.



### MARY MACLEOD OBE INDEPENDENT VICE-CHAIR

Mary is a family policy adviser on child and family welfare and was the founding Chief Executive of the Family and Parenting Institute. She is Deputy Chair of the Children and Family Court Advisory and Support Service (Cafcass), Senior Independent Director of Great Ormond Street Hospital NHS Foundation Trust, Trustee of Gingerbread, and a Non-Executive Director of the Video Standards Council. In 2008, she was awarded an honorary doctorate by the Open University and an OBE for services to children and families.



### JONNY SHIPP INDUSTRY VICE-CHAIR

Jonny is Head of Digital Confidence at Telefónica. Jonny leads Telefónica's public affairs engagement on trust and confidence in digital environments. His mission is to ensure that as digital technologies, the internet and big data transform business and society, benefits are realised that are socially and economically sustainable. Jonny is Telefónica's high-level representative in the European Commission-led CEO Coalition to make the internet a better place for kids and is a member of the Advisory Board of the Centre for Information Policy Leadership.



### CATHERINE CRAWFORD OBE INDEPENDENT TRUSTEE

Catherine is a member of the British Transport Police Authority and a trustee of a number of charities, including the Police Foundation and the Bell Educational Foundation in Cambridge. She was Chief Executive of the Metropolitan Police Authority, and its successor, the Mayor's Office for Policing and Crime, for over 12 years and before that was the Chief Executive of the National Association of Police Authorities. She began her career in the Home Office, where she served in a number of departments. Catherine was awarded an OBE for services to the Metropolitan Police in 2010.



### JONATHAN DRORI CBE INDEPENDENT TRUSTEE

Jonathan is Chairman of the UK Parliament's Advisory Council on Public Engagement, Trustee of the Royal Botanic Gardens, Kew, and Chairman of Ravensbourne, a college of design and communications. He is a Visiting Industrial Professor in the Graduate School of Education at Bristol University, specialising in the educational uses of technology. At the UK Government's Department for Culture Media and Sport, Jon was founding Director of Culture Online, a programme to extend the reach of culture and the arts using new techniques. Previously, he was Head of Commissioning for BBC Online.



**PHILIP GEERING**  
**INDEPENDENT TRUSTEE**

Philip is a Non-Executive member of the Legal Services Group Board at the Department for Business, Innovation & Skills. He is a Panellist for the General Medical Council/Medical Practitioners Tribunal Service as well as the Health and Care Professions Council, and is a lay member of the Parole Board. After joining the Crown Prosecution Service (CPS) and after a secondment to the Attorney General's Office, he became Director of Policy at the CPS and subsequently was a Director at the Independent Police Complaints Commission.



**PETER NEYROUD CBE QPM**  
**INDEPENDENT TRUSTEE**

Peter served for 30 years as a police officer in Hampshire, West Mercia, Thames Valley (as Chief Constable) and the National Policing Improvement Agency (as CEO). He has been a member of the Sentencing Guidelines Council, Parole Board, National Policing Board and National Criminal Justice Board. In 2010, he completed a "Review of Police Leadership and Training" which led to the establishment of the new National College of Policing. After leaving the police in 2010, he has been doing a PhD, managing a major research programme and teaching at Cambridge University. He was awarded the Queen's Police Medal in 2004 and a CBE in the Queen's Birthday Honours List in 2011.



**SUE PILLAR**  
**INDEPENDENT TRUSTEE**

A serving Army Officer, Lieutenant Colonel Sue Pillar is currently the Commanding Officer of 3 Military Intelligence Battalion. Commissioned from Sandhurst in 1994, Sue has served on operational tours across the globe. She has been part of intelligence teams working in the aftermath of 9/11 in US Central Command, operations in Bosnia, Saudi Arabia, Iraq and Afghanistan and contingency planning in Guyana, Malaysia and the Democratic Republic of Congo. She has been the Commanding Officer of 3 Military Intelligence Battalion (a TA Battalion) based in London, with a new Company in Cambridge, since July 2011.



**BRIAN WEBB**  
**INDEPENDENT TRUSTEE**

With more than 25 years' experience working in a crime and security environment, Brian is currently BT's Head of Security Services, defining and driving creative and compliant security solutions that underpin and enable the successful execution of BT's market-facing unit strategies.



**ANDREW YOWARD**  
**INDEPENDENT TRUSTEE**

Andrew is Chief Technology Officer at Yorkshire and Humber Grid for Learning Foundation, one of the Regional Broadband Consortia set up to meet the Government target of connecting all schools in the Yorkshire & Humber region to broadband. YHGL provides accredited ISP services and connectivity to 1,500 schools as well as public libraries and other learning establishments. Andrew has worked in the IT industry for over 15 years and has industry qualifications from Microsoft & Citrix as well as certifications from Cisco. He has also achieved ITIL Expert status which establishes best practice between IT and business.



## OUR SENIOR MANAGEMENT TEAM

Based in Cambridgeshire, the IWF operates with a team of 21. It is led by its CEO and three Directors.



**SUSIE HARGREAVES**  
**CEO**

Susie joined the IWF in September 2011 as Chief Executive. She has worked in the charity sector for more than 25 years in a range of senior positions. Susie is a Board member of the UK Council for Child Internet Safety (UKCCIS), a member of the International Telecommunication Union (ITU) Child Online Protection Working Group and an Advisory Group member of Stop it Now! and has recently joined the BBFC's Consultative Council. She is a Clore Fellow and was shortlisted for a European Woman of Achievement Award.

**FRED LANGFORD**  
**DIRECTOR OF GLOBAL OPERATIONS**

Fred joined the IWF in December 2004 and is currently the Director of Global Operations. He has worked within the internet environment for over 20 years in a technical and leadership capacity and has also worked for the Ministry of Defence and the United States Air Force. Fred previously served as President of INHOPE and is currently a member of the Commonwealth Cybercrime Initiative Steering Committee, the ITU Child Online Protection Working Group and is a Director of the UK Safer Internet Centre. Fred is responsible for operational issues including Hotline, technology, information security, research and IWF services. He is CISSP accredited.

**HEIDI KEMPSTER**  
**DIRECTOR OF BUSINESS AFFAIRS**

Heidi joined the IWF in June 2013. She has previously held management positions within the education and charity sector. She is responsible for the business function of IWF, including financial control and planning. She heads a team which oversees all finance, HR and administrative functions. She is also responsible for IWF staff welfare.

**EMMA HARDY**  
**DIRECTOR OF EXTERNAL RELATIONS**

Emma joined the IWF in April 2011. She is responsible for planning and delivering the IWF communications strategy. She heads a team which oversees the public affairs, public relations, digital engagement, events and membership functions. She is a spokesperson for the organisation and an accredited Member of the Chartered Institute of Public Relations.

# CHARITY REPORT AND ACCOUNTS

Year ended 31 March 2013

Internet Watch Foundation: Company Registration Number 03426366

## GENERAL INFORMATION

The summarised financial statements (overleaf) are taken from the audited financial statements of Internet Watch Foundation for the year ended 31 March 2013. The audited financial statements, on which the auditors have expressed an unqualified opinion, were signed on behalf of the Board of Directors of Internet Watch Foundation, were approved on 3 September 2013 and were submitted to the Registrar of Companies on 29 November 2013. The financial statements were submitted to the Charity Commission for England and Wales on 10 January 2014.

The summarised financial statements may not contain enough information for a full understanding of Internet Watch Foundation. Copies of the full audited financial statements may be obtained on request from Internet Watch Foundation, Suite 7310, First Floor Building, Building 7300 Cambridge Business Park, Waterbeach, Cambridge, CB25 9TN.

Internet Watch Foundation was incorporated as a company limited by guarantee on 29 August 1997 and the trustee leadership of Internet Watch Foundation has continued to develop its objective of minimising the availability of potentially criminal internet content.

Internet Watch Foundation is a registered charity, number 1112398.

The charity also has a subsidiary company, Internet Watch Limited, which engages in fundraising activities on behalf of the parent charity. Profits from the trading company are gift aided to the charity by way of a charitable donation.

During 2012/13 total expenditure on charitable objects was £1,539,429 (2011/12: £1,251,034).

**On behalf of the Board**



**Susie Hargreaves**  
CEO & Company Secretary

15 January 2014

## INDEPENDENT AUDITORS' STATEMENT TO THE TRUSTEES

We have examined the summary financial statements for the year ended 31 March 2013.

## RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITORS

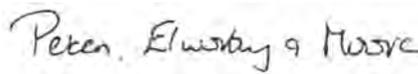
The trustees are responsible for preparing the summary financial statement in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summary financial statement with the full annual financial statements and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the company's full annual financial statements describes the basis of our opinion on those financial statements.

## OPINION

In our opinion the summary financial statement is consistent with the full annual financial statements of Internet Watch Foundation for the year ended 31 March 2013 and complies with the applicable requirements of section 427 of the Companies Act 2006 and the regulations made thereunder and with the applicable requirements of the Statement of Recommended Practice 'Accounting and Reporting by Charities' (revised 2005).

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statement, 28 November 2013 and the date of this statement.



**PETERS ELWORTHY & MOORE**  
Chartered Accountants and  
Statutory Auditor

**CAMBRIDGE**

16 January 2014

## Summary Consolidated Statement of Financial Activities for the year ended 31 March 2013

	Restricted	Unrestricted	Total funds 2013	Total funds 2012
	£	£	£	£
<b>Incoming resources</b>				
<b>Incoming resources from generated funds:</b>				
Voluntary income	10,000	70,764	80,764	25,373
Investment income and interest	-	13,832	13,832	17,583
<b>Incoming resources from charitable activities</b>	<b>366,535</b>	<b>1,012,261</b>	<b>1,378,796</b>	<b>1,228,412</b>
<b>Total incoming resources</b>	<b>376,535</b>	<b>1,096,857</b>	<b>1,473,392</b>	<b>1,271,368</b>
<b>Resources expended</b>				
Cost of charitable activities	337,185	1,202,244	1,539,429	1,251,034
Governance costs	-	94,770	94,770	156,001
<b>Total resources expended</b>	<b>337,185</b>	<b>1,297,014</b>	<b>1,634,199</b>	<b>1,407,035</b>
<b>Net incoming resources for the year</b>	<b>39,350</b>	<b>(200,157)</b>	<b>(160,807)</b>	<b>(135,667)</b>
Fund balances brought forward at 1 April 2012	-	1,200,907	1,200,907	1,336,574
<b>Fund balances carried forward at 31 March 2013</b>	<b>39,350</b>	<b>1,000,750</b>	<b>1,040,100</b>	<b>1,200,907</b>

## Summary Consolidated Balance Sheet as at 31 March 2013

	2013	2012
	£	£
<b>Fixed Assets</b>		
Tangible fixed assets	72,855	130,078
<b>Current Assets</b>		
Debtors	240,063	386,044
Short term investment	1,012,660	934,451
Cash at bank and in hand	159,102	117,073
	<b>1,411,825</b>	<b>1,437,568</b>
<b>Creditors: amounts due within one year</b>	<b>(444,580)</b>	<b>(366,739)</b>
<b>Net current assets</b>	<b>967,245</b>	<b>1,070,829</b>
<b>Total Assets Less Current Liabilities</b>	<b>1,040,100</b>	<b>1,200,907</b>
<b>Funds</b>		
Restricted funds	39,350	-
Unrestricted funds	1,000,750	1,200,907
<b>Total Charity Funds</b>	<b>1,040,100</b>	<b>1,200,907</b>

# GLOSSARY

## **Banner site**

A website or webpage consisting of advertisements for other websites in the form of text links or images which when clicked take the user to those third party websites. The text links/images are essentially “banner advertisements” for these third party websites.

## **Child sexual abuse images**

Images and videos showing the sexual abuse of one or more children. We use the term “child sexual abuse” images to accurately reflect the gravity of the images we deal with. We regard ‘child pornography’ and variations of this as unacceptable terms.

## **Criminally obscene adult content**

Images and videos showing extreme sexual activity which is criminal in the UK, such as bestiality, and necrophilia.

## **Cyberlockers**

These are file hosting services, cloud storage services or online file storage providers. Cyberlockers are internet hosting services specifically designed to host users’ files.

## **Disguised websites**

Websites which, when loaded directly into a browser, display legal content but when accessed via a particular pathway (or referrer website) display child sexual abuse images.

## **Domain**

A collection of resources (such as webpages) which are all organised under a single name. For example, the webpages [www.iwf.org.uk](http://www.iwf.org.uk), [www.iwf.org.uk/report](http://www.iwf.org.uk/report), [www.mobile.iwf.org.uk/report](http://www.mobile.iwf.org.uk/report) and [www.iwf.org.uk/about-iwf/news](http://www.iwf.org.uk/about-iwf/news) are all part of the same domain - namely [iwf.org.uk](http://iwf.org.uk).

## **Forum**

Also sometimes known as a message board, a forum is an online discussion site where people hold conversations or upload files in the form of posted messages. A forum can contain a number of subforums, each of which may have several topics. Within a forum’s topic, each new discussion started is called a thread, and can be replied to by any user of the forum.

## **Hidden services**

Websites which are hosted within a proxy network so that their location cannot be traced.

## **IWF URL List**

A list of webpages hosted outside the UK which have been assessed by IWF analysts as containing child sexual abuse content.

## **Newsgroups**

Internet discussion groups dedicated to a variety of subjects and the virtual equivalent of a bulletin board. Users make posts to a newsgroup to enable others to view and comment. Also sometimes referred to as “Usenet”, newsgroups can be described as the original online forums and a precursor to the world wide web.

## **Non-photographic child sexual abuse content**

Images and videos of child sexual abuse which are not photographs. For example, this includes computer-generated images.

## **Notice and takedown (known as notice and action in the EU)**

Immediate notifications sent to hosting providers advising them that criminal content is being hosted on their network and requiring its expeditious removal.

## **One click hosting**

Sometimes also referred to as cyberlockers. A website to which users can easily upload content such as webpages, images, data files or videos enabling others to view or download that content. The content can often be uploaded or downloaded in “one click”.

## **Proxy software**

These are systems intended to enable online anonymity, accelerate service requests, load balancing, compression, encryption, security and a host of other features used as an intermediate/internet-facing front end. The Tor onion proxy software has the added ability to conceal the true location of services being offered thus able to provide hidden services.

## **Redirector**

These are webpages that are configured to redirect the user to another hosted webpage. When a redirector URL is browsed, the user request is automatically forwarded to the destination URL. Sometimes the redirector webpage when loaded on the browser will hide the destination URL.

## **Self-certification**

The process where a company which downloads and uses our IWF URL List tests their system on a quarterly basis to check that they are deploying it correctly.

## **Simultaneous alerts**

Immediate alerts about child sexual abuse images and videos sent to IWF Members who host outside the UK. The alert is sent to both our Member and the hotline in the country where the content is being hosted.

## **Top level domain (TLD)**

Domains at the top of the domain name hierarchy. For example, .com, .org and .info are all examples of generic Top Level Domains (gTLDs). The term also covers country code Top Level Domains (ccTLDs) such as .uk for United Kingdom or .us for United States and sponsored Top Level Domains (sTLDs) such as .mobi or .xxx.

## **URL**

“Uniform Resource Locator”. A URL is the specific location where a file is saved online. For example, the URL of the IWF logo which appears on the webpage [www.iwf.org.uk](http://www.iwf.org.uk) is [www.iwf.org.uk/images/public/anna\\_logo.jpg](http://www.iwf.org.uk/images/public/anna_logo.jpg).

## **Webpage**

A document which can be viewed using a web browser. A single webpage can contain numerous images, text, videos or hyperlinks and many websites will consist of numerous webpages. So [www.iwf.org.uk/about-iwf](http://www.iwf.org.uk/about-iwf) and [www.iwf.org.uk/hotline](http://www.iwf.org.uk/hotline) are both examples of webpages.



**IWF**  
Internet  
Watch  
Foundation

**Internet Watch Foundation**

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[iwf.org.uk](http://iwf.org.uk)

Facebook: Internet Watch Foundation

Twitter: @IWF hotline.

**Internet Watch Foundation**

Charity number: 1112 398

Company number: 3426 366

**Internet Watch Limited**

Company number: 3257 438

